

Questionnaire testing in an austere economic climate

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Overview

- Does pre-testing reduce survey costs
Where? How? To what extent?
- Effectiveness of pre-testing
Technique? Style? The future?
- Balance between effective pre-testing, quality & cost
Where do we draw the line?

Reducing survey costs

- Respondent contact
Response chasing
Call handling
- Reduction in imputation & validation
- Preparation time before analysis

Effectiveness of pre-testing techniques

- Effectiveness of different approaches to pre-testing surveys
- Level of agreement across pre-testing techniques
- Impact of different pre-testing methods on survey cost
- Impact of pre-testing on the respondent

Effective pre-testing, quality & cost

- Balance between effective pre-testing, quality & cost

Where do we draw the line?

- Developing new techniques & skills for the future

What will pre-testing look like in the future?

Discussion

- How do we ensure that qualitative testing is sustainable through difficult economic times?
- How do we develop a fast, efficient and cost effective approach to questionnaire testing?
- How do we demonstrate such an approach to colleagues who may not appreciate the value of qualitative research?
- Balance between effective pre-testing, quality & cost - *Where do we draw the line?*